

CASE STUDY 1



CHALLENGE

One of the global leaders in developing, manufacturing, and marketing a broad range of products for the life science research and clinical diagnostic markets needed to understand the Biopharma companies within Australia, South - Korea and Singapore in terms of their requirement from suppliers. They needed to have an understanding of a new market segment in Biopharma space, current priorities of their customers in terms of product development and value-add opportunities.

SOLUTION

The client leveraged our Voice of Customer (VoC) Survey and competitive intelligence service to gain insights into their leading competitors and Biopharma companies. Our services were critical to effectively providing the comprehensive analysis of Biopharma market segment and expectations benchmarking for vendors.



IMPACT

Our service helped client to understand more than 100 biopharma customer's (existing and potential) current priorities & preferences for vendors, factors influencing the purchasing decision making process and future potential opportunities.